



GATEWAY AMBASSADOR OPPORTUNITY



OUR COMMITMENT TO YOU

The Great West Way team agrees to:

- Promote you as a Gateway Ambassador on one of the world's premier touring routes between London and Bristol, working together to develop your Great West Way business over the next 3-years and beyond as part of our long-term sustainable vision
- Grant you access to the Great West Way® brand marques (and brand guidelines) to use on your websites and promotional channels – our curious visitor will be looking out for this. Our team is on hand to help with placement and sign off.
- Provide you with a Gateway enhanced product listing on GreatWestWay.co.uk
- Raise your profile, encouraging additional tourism visits and spend.
- Provide additional benefit from VisitEngland / VisitBritain including Great West Way in their marketing
- Include your Gateway enhanced product listing within the Great West Way® Travel Trade Directory (where travel trade appropriate and print deadlines depend). This digital guide is accessed by Great West Way's Official Tour operator programme who are developing, packaging and selling the Great West Way globally.
- Provide access and use of official photo library and official film for your marketing.
- Consider your Gateway level inclusion within consumer campaign i.e. reprint of Visitor map etc
- Consider your Gateway level inclusion in press, blogger, influencer and travel trade familiarisation trips.
- Consider your Gateway level inclusion in a core programme of activity consisting of digital, website and social media.
- Offer discounts on add-on opportunities, for example adverts within the Great West Way® Travel Magazine, or attending one of our domestic and international exhibitions.
- Invite you to networking events and training.
- Provide you with regular Great West Way newsletters and updates.



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YOUR COMMITMENT TO US

As a Gateway Ambassador of the Great West Way, you agree to:

- Support the continuing success of one of the world's premier touring routes: winning market share for England; encouraging international visitors out of London, joining up the region, and generating additional sustainable tourism visits and spend.
- To add your high-res photography to our official library, as it's a great resource for press and travel trade to access.
- Provided us with 8 images, 300 words of copy, TripAdvisor link, social link and booking link to ensure we have an accurate listing for you on our website.
- Consider discounts if included in press, blogger and influencer and travel trade familiarisation trips.
- Supply content for any inclusion in any core programme of activity consisting of digital, website and social media.
- Promote the Great West Way on your website using Great West Way brand marques etc (examples of this can be provided by our team).
- Survey visitors to demonstrate the success of being an Ambassador where possible.
- Agree to work in partnership with the Great West Way team to present the Great West Way in a clear and consistent manner in line with the brand guidelines